



## **IN THE ABSTRACT**

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A method of selling articles of manufacture which utilizes an electronic communication system to identify a plurality of articles of manufacture, from a plurality of manufacturing entities, which are available for purchase by said plurality of potential purchasers. The steps of the method include: Identifying pricing milestones in each of (1) a manufacturing phase and (2) a distribution phase, which correspond to an increase in commercial risk. Determining a separate price for each of said pricing milestones to establish a range of prices for said selected ones of said plurality of articles of manufacture, taking into account a change in said commercial risk as said pricing milestones are experienced. Making conditional offers for sale to potential purchasers at each of the pricing milestones, with the conditional offers specifying at least a minimum number of articles which must be ordered in aggregate before the conditional offer becomes binding upon a manufacturing entity. Communicating with potential purchasers and aggregating commercial commitments from potential purchasers for each pricing milestones and thereby selling articles of manufacture. Such that each pricing milestone corresponds to a period of availability in which costs of future supply chain activities or savings related to avoidance of future supply chain activities are reflected in an offer price. The method may also include the use of a trusted intermediary, which may use a virtual exchange.